

# Annual Report 2000 of the Environmental Finance Center Network

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## California State University, Hayward EFC

### The EFC at California State University focuses on Small Businesses

The Environmental Finance Center at California State University, Hayward (EFC9) is a university-based Center working for greener communities through cleaner business, by advancing the environmental industry and promoting pollution prevention and source reduction. The mission of the EFC is four-pronged:

1. To help entrepreneurs develop and finance new and innovative environmental technologies,
2. To encourage small business to adopt source reduction and pollution prevention in the manufacturing processes,

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3. To educate and encourage consumers to choose green business and green business products, and

4. To help federal, state and local governments establish the necessary tools to foster cleaner business.



To that end, working with both the private and public sectors, EFC9 pursues its mission through numerous tools including:

- Green business development
- Environmental business incubation
- Finance programs and directories
- Industry surveys and guides
- Technology transfer
- Local economic development
- Charrettes, Conferences and Workshops
- Research publications and reports, and
- Hands-on assistance to small business.

Throughout the past year EFC9 has completed a number of initiatives working with both the private and

public sectors. Those projects include work on the sustainable urban environments initiative, analysis of the barriers and incentives to printers' participation in the Bay Area Green Business Program, continue work on the EnviroLoan and Strategic Goals Program., moving forward with wet cleaning projects in the cleaning industry, promote pollution prevention in the California prison system including vocational education research, ongoing support and promotion of the Small Environmental Business Assistance Program, securing financial support for San Francisco's Potrero Hill Children's Garden, helping establish a US/French trade initiative, collaborating with the Syracuse EFC on a project to analyze water and wastewater funding sources and structures in Vermont, and tracking venture capital for environmental technology.

## ACCOMPLISHMENTS

### Sustainable Urban Environments Initiative

On April 4, 2000, as part of the larger Sustainable Urban Environments Initiatives Program Grant, the Environmental Finance Center, Region 9 (EFC9), hosted a charrette to explore opportunities to attract environmentally favorable development to an urban core neighborhood. Held in the Bayview/Hunters Point community of San Francisco, the charrette focused on the following question:

*How to attract sustainable redevelopment and green industries to the brownfield/superfund sites of the Bayview/Hunters Point neighborhood?*

Some potential solutions and recommendations derived from the charrette included a neighborhood inventory that would lead to a brownfield pilot project, a financing plan for new development and an

environmental incubator to promote local sustainable business.

### Analysis of the Barriers and Incentives to Printers' Participation in the Bay Area Green Business Program

Partnering with the Bay Area Green Business Program, Alameda Green Business Program, Department of Toxic Substances Control, and the Integrated Waste Management Board, EFC9 examined the barriers and incentives to printers' participation in the Bay Area Green Business Program. Potential incentives identified in the report include increased outreach, grants and loans to purchase "green" equipment and inks, a recycling resources toolkit, local business tax reductions and environmentally preferred purchasing policies in the public and private sectors.

### EnviroLoan & Strategic Goals Program

EFC9 continued to work on the Access to Capital EnviroLoan Program by consolidating the process and promoting the project in Southern California. EFC9 also created marketing materials for the Goals Program and with the support of EPA and other Goals participants, sought additional funding at the state level.

### Wet Cleaning Projects

EFC9 continued its wet cleaning focus by 1) promoting the Vocational Wet Cleaning Training Program being established at the Soledad State Correctional Facility and 2) distributing and tracking the success of the Pocket Guide to Bay Area Wet Cleaners. Approximately 20,000 Pocket Guides have

been distributed throughout the Bay Area and some dry cleaners have seen a significant rise in wet cleaning customers.

### **Prison P2 and Vocational Education Research**

Building on our initial success with wet cleaning, EFC9 researched the existing vocational programs in California prisons to determine other areas where it can continue to promote pollution prevention in the correctional system. In addition, EFC9 produced a *Pollution Prevention in Vocational Education Toolkit* that was distributed to over 400 members of the Correctional Education Association at the Region VII 2000 Conference & Training Institute held in San Francisco.

### **Small Environmental Business Assistance Program**

In keeping with the EFC's original mandate to support and promote the environmental industry, EFC9 enhanced its Small Environmental Business Assistance Program by updating and improving its website, including converting its Environmental Finance Directory (a listing of finance opportunities for environmental entrepreneurs currently only available in text format) to a searchable online database. This database is available on the EFC's website at [www.greenstart.org/efc9](http://www.greenstart.org/efc9).

### **Potrero Hill Children's Garden**

The Potrero Hill Children's Garden is a joint brownfields project between EFC9 and the Potrero Hill Neighborhood House. EFC9 worked to secure financial support from the Home Depot in order to rehabilitate a vacant lot adjacent to the Neighborhood

House. The Children's Garden, scheduled for groundbreaking in April 2002 will directly serve about 60 children from the nearby Potrero Hill Housing Projects. The children are predominantly African American, range in age from 6 to 12 years and come from single-parent, low- to very low-income families. The garden will also serve the surrounding Potrero Hill community.

### **US/French Trade Initiative**

Working with the Alameda Center for Environmental Technology (ACET) and Savoie Technolac, a French technology innovation Centre, EFC9 helped establish an environmental technology trade initiative between San Francisco Bay Area and French environmental entrepreneurs.

### **Analysis of Water and Wastewater Funding Sources and Structures in Vermont**

Working with the Syracuse EFC as the lead, EFC9 and the New Mexico EFC traveled to Vermont in July 2000 to participate in a charrette to review and assess funding programs available for water and wastewater systems, and assess how programs can be delivered more effectively.

### **Environmental Technology & Venture Capital**

As part of our efforts to provide services to the environmental industry, EFC9 has tracked venture capital investment in the industry since 1997. Our venture capital report has been updated to reflect 2000 trends.

**NEW INITIATIVES FOR 2001****EPA/EFC9 Mini-Grants Program for Local Government**

In partnership with US EPA, EFC9 will administer the EPA Region 9 "Mini-Grants" 2000/2001 Pollution Prevention (P2) Program for Local Government. The purpose of the "Mini Grants" program is to promote effective technical assistance to business by providing seed money for local governments to build local Multi-agency Assistance Programs. As a result of the Mini-Grant Program, two new Green Business Programs will be inaugurated in California in Marin and Humboldt counties.

**Clean Air Investment Fund**

Partnering with the New Mexico EFC, EFC9 will work with US EPA to help administer and operate a Clean Air Investment Fund (similar to emissions trading) in the El Paso/Juarez/Las Cruces airshed. The project will be an international, cross-border effort. This project is still in the early planning phase and has yet to be well defined. EFC9 will begin work on the Clean Air Investment Fund sometime in February 2002.

**Prison P2 Research and Implementation Plan**

Building off of our initial success with the prisons this proposed project will expand our *Pollution Prevention in Vocational Education Toolkit* to include resources on source reduction and energy conservation.

**Printers Projects**

Building on the results of the Printers Study, EFC9 proposes to research Environmentally Preferred Purchasing Policies best practices in public and private entities. Of special concern will be those policies that include green services as well as green products such as recycled paper. EFC9 will then promote preferred purchasing policies in the public, private and non-profit sectors.

**Bayview Incubator Project**

In response to the charrette held in the Hunters Point/Bayview community of San Francisco, EFC9 will work to prepare an Environmental Incubator Implementation Plan, including secured funding and staff, for the community. The purpose of the incubator will be to provide long-term sustainable jobs to ensure a local long-term environmentally sustainable economy.

**Promoting Professional Wetcleaning**

EFC9 proposes to work with professionals in the film and television industry who deal with wardrobe and set maintenance to publicize the benefits of professional wetcleaning. The EFC will work with members of the wardrobe union, the major wardrobe houses as well as Film Commissions in the City of Los Angeles and San Francisco. In addition, EFC9 would contact set dressers who use curtains and various other props, which need periodic cleaning.

**Promoting Pollution Prevention in Film and Television**

EFC9 proposes to work with product placement firms to identify methods for increasing public awareness of Pollution Prevention. Product placement firms are paid to get products visibly placed in movies and television shows. A classic example was the use of Reese's pieces in ET. EFC9 has been working with one product placement firm on a pro bono basis to get professional wetcleaning posters placed in the background of various movie and television shots.

### **EFC NETWORK COLLABORATIONS**

EFC9 collaborated with other EFCs on the following projects.

- ' Sustainable Urban Environments Initiative, EFC Region 3
- ' Analysis of Water and Wastewater Funding, EFC Region 6
- ' Sources and Structures in Vermont, EFC Region 2
- ' Clean Air Investment Fund, EFC Region 6

### **CONFERENCES AND COMMENDATIONS**

#### **Land Transfer and Long Term Management of Contaminated Federal Facilities**

Working with the Department of Energy (DOE) and the Alameda Center for Environmental Technologies (ACET), EFC9 helped plan and moderate a half-day roundtable on technology transfer at the Land Transfer and Long Term Management of Contaminated Federal Facilities Conference in San Francisco in December 2000.

The workshop was broken into the following two sessions.

#### **1. ACET/EFC9/DOE Oakland Technology Transfer Working Session/Roundtable**

*Purpose:* To bring together technology transfer innovators at Lawrence Berkeley National Laboratory, Lawrence Livermore and other federal laboratories, i.e., National Renewable Energy Resources Lab, to discuss best practices in technology transfer and ways to enhance deployment.

#### **2. DOE-European Collaboration Working Session/Roundtable**

*Purpose:* To discuss ways to enhance technology transfer of federal laboratory environmental technologies to European companies/governments.

#### **National Tribal Conference on Environmental Management**

In partnership with EFC6, EFC9 gave a presentation on the Pros and Cons of Green Business at the National Tribal Conference on Environmental Management in May 2000, in Lincoln City, Oregon.

#### **Bay Area Hazardous Waste Reduction Committee**

EFC9 is a member of the Bay Area Hazardous Waste Reduction Committee and is a regular participant in committee meetings and events.

#### **US EPA Certificate of Appreciation**

EFC9 received a Certificate of Appreciation from EPA for its work on the National Metal Finishing Strategic Goals Program.